

APR 25 1993

Federal Communications Commission

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20554

In re Applications of

MM DOCKET NO. 93-42

MOONBEAM, INC.

File No. BPH-911115MG

GARY E. WILLSON

File No. BPH-911115MO

For a Construction Permit
New FM Station on Channel 265A
in Calistoga, CaliforniaTO: The Honorable Edward Luton
Administrative Law JudgeINTEGRATION STATEMENT

Gary E. Willson, pursuant to Rule 1.325(c)(2), submits this standardized integration statement.

1. Ownership Structure of the Applicant. Gary Willson is an individual applicant and 100 percent owner of his application for a new FM station in Calistoga, California.

2. Ownership Percentage of Each Owner. Mr. Willson is the sole owner.

3. Proposed Integrated Owners. Mr. Willson will serve as the station's full-time (no less than 40 hours per week, five days or more per week) general manager. He will be responsible for the overall operation and management of the station and he will make all station policy decisions. Station operations to be managed by Mr. Willson include programming, administration, personnel, sales, budgeting and engineering. He will be responsible for hiring and firing.

Mr. Willson is currently self-employed. He owns the following businesses: Speed-Dee Wash, Santa Rosa, California; Speed-Dee

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Wash, San Anselmo, California; Sandy Point Mobile Home Park, Bethel Island, California; Sandy Point Mobile Home Park, Antioch, California; and Sandy Point Mobile Home Park, Sanger, California. Mr. Willson is also the owner of Sandy Point IV, a residential development in Santa Rosa, California. This development consists of 11 low-income housing units which are in the process of being renovated.

The Speed-Dee Wash laundries are currently both for sale and will be sold prior to initiation of program tests by Mr. Willson in the event his application is granted. He currently has no plans to sell his other businesses. However, in the event his application is granted, he will hire a professional management company to manage his three mobile home parks. At this time, he contemplates hiring Consolidated Property Masters which will be responsible for the overall management of all three mobile home parks. Each park already has its own on-site manager. Mr. Willson will also hire the same management company to oversee the renovation and management of his Sandy Point IV project. Mr. Willson anticipates he will be required to spend no more than a total of 5 hours per week on matters relating to these other business interests once the management company is in place. The management company will be hired prior to initiation of program tests. Mr. Willson will terminate any and all employment, if any, prior to initiation of program tests in order to effectuate his integration proposal.

4. Ownership of Other Media. Mr. Willson has no other interests in any other media of mass communications.

5. Female Ownership. Not applicable.

6. Local Residence. Mr. Willson has never resided within the proposed 1 mv contour. However, he currently owns or has owned three businesses in Santa Rosa, California, within the 1 mv contour. In addition to the Speed-Dee Wash in Santa Rosa (acquired in May 1988) and the Sandy Point IV Project (acquired in November 1992), Mr. Willson owned and operated Sparko Plenty, an auto detail shop in Santa Rosa, from September 1988 to March 1989. He was the owner and operator of the store. During this period, he typically worked 8-10 hours Monday through Friday as the owner/ operator of the business. He hired employees, advertised on KZST, KBBF, and KRRS, all Santa Rosa radio stations, and in the Press Democrat, the Santa Rosa daily newspaper. He had daily contact with the public.

In addition, since 1988, Mr. Willson has, on average, spent approximately 8 hours per week at the Speed-Dee Wash Santa Rosa laundry. Again, this involved contact with the public and other business owners.

As a business owner in Santa Rosa, Mr. Willson is acquainted with the types of issues and concerns typically confronted by small business owners in Santa Rosa and has a familiarity with the needs and interests of the community, especially the business community. Mr. Willson's Sandy Point IV project is intended to provide quality affordable housing to low-income groups within the Santa Rosa area. There is a need for such housing, especially for the Hispanic community. This business has also enhanced Mr. Willson's familiarity with the service area, especially

housing issues. Mr. Willson spends time in Santa Rosa attending to Sandy Point IV business.

Mr. Willson has, since 1990 been a member of the Western Mobile Home Association (WMHA). He has attended monthly meetings of the WMHA (Unit N-2 Division) in Santa Rosa. The organization discusses and addresses issues concerning mobile home parks. In addition, Mr. Willson has very recently joined the Santa Rosa Chamber of Commerce, the Hispanic Chamber of Commerce, and the Sonoma County Special Olympics, all located within the 1 mv contour of the station.

Mr. Willson is a volunteer for the Sonoma County Special Olympics serving on the Technical Support Section (fund raising, photography, film/video production, graphic design, calligraphy or grant writing). Sonoma Special Olympics is an all volunteer organization with 400 volunteers operating on donations only. The organization serves adults and children with mental retardation by helping those who desire to compete in a year round special olympics program of sporting events in Sonoma County.

7. Past Broadcast Experience. Mr. Willson will claim credit for his past broadcast experience as follows:

<u>Employer</u>	<u>Position</u>	<u>Dates</u>
Self-Employed	Broadcast Broker Broadcast Consultant	1981-85
KIOY(FM), Hanford, CA	President, Founder, Owner Full-Time (40 hrs or more per wk) General Manager	1976-81
KRON-TV, San Francisco, CA	Senior Account Executive	1966-76
KXTV, Sacramento, CA	Account Executive	1964-66

KROY(AM), Sacramento, CA	Sales Manager	1962-64
KGSM(AM) and KXOA(AM) Sacramento, CA	Account Executive	1959-62
WEXL-AM, Royal Oak, MI WLDM-FM, Detroit, MI WSDC-AM, Marine City, MI WTTH-AM, Port Huron, MI WSGW-AM, Saganaw, MI WRMF-AM, Flint, MI	Air Personality	1945-59

8. Daytimer Preference. Mr. Willson will not claim a daytimer preference.

9. Auxiliary Power. Mr. Willson will claim a preference for his proposal to install auxiliary power at both his studio and transmitter sites.

Respectfully submitted,

GARY E. WILLSON

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By A. Wray Fitch III
A. Wray Fitch III
His Attorney

April 5, 1993

CERTIFICATE OF SERVICE

I, Timothy Wineland, in the law offices of Gammon & Grange, hereby certify that I have sent, this 5th day of April 1993, by first-class, postage-prepaid, U.S. Mail, copies of the foregoing INTEGRATION STATEMENT to the following:

The Honorable Edward Luton **/
Administrative Law Judge
Federal Communications Commission
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Timothy Wineland

*/ Via Federal Express

**/ By Hand